VERBAL REPRESENTATION OF CULTURAL CODES IN ADVERTISING: A COMPARATIVE STUDY OF ENGLISH AND UZBEK LANGUAGES

O‘rinova Dildora Bekmakhmatovna

Shahrisabz State Pedagogical Institute, Department of Theory and Practice of Foreign Languages, Lecturer, Uzbekistan

Turayeva Gulnora Zafar qizi

Shahrisabz State Pedagogical Institute, 4th-year student of Foreign Language and Literature, Uzbekistan

Abstract

This study examines the verbal representation of cultural codes in advertising discourse in English and Uzbek languages. Advertising language reflects cultural values through idioms, metaphors, and fixed expressions. The research identifies that English advertisements mainly emphasize individuality, freedom, and innovation, while Uzbek advertisements highlight collectivism, family values, and tradition. The comparative analysis shows how linguistic strategies are shaped by cultural differences in persuasive communication.

Keywords: advertising discourse, cultural codes, verbal representation, comparative linguistics, English, Uzb

Introduction.

In contemporary linguistics, advertising is increasingly interpreted not simply as a means of promoting products or services, but as a multifaceted socio-cultural form of discourse that reflects and shapes societal values. It functions as a powerful

communicative space where language, culture, and ideology intersect. Each nation is characterized by its own distinctive system of "cultural codes," which embody collective beliefs, traditions, norms, and ways of perceiving the world. These codes are often implicitly embedded and verbally expressed in advertising slogans, brand messages, and promotional texts. Advertising discourse, therefore, goes beyond mere persuasion; it becomes a mirror of cultural identity and a tool for transmitting culturally specific meanings. Through carefully selected linguistic elements such as idiomatic expressions, metaphors, stylistic devices, and culturally loaded vocabulary, advertisers appeal to the target audience's shared knowledge and values.

Methodology and Results

The present study adopts a qualitative comparative approach to analyze the verbal representation of cultural codes in advertising discourse in English and Uzbek languages. The qualitative method is appropriate for this research because it allows for an in-depth interpretation of linguistic and cultural meanings embedded in advertising texts. The research material consists of advertising slogans, brand messages, and promotional texts collected from various English and Uzbek media sources, including television commercials, social media platforms, online advertisements, and printed promotional materials. The selected data were chosen based on their cultural relevance and frequency of use in everyday advertising communication.

The analysis focuses on several key linguistic features that reflect cultural coding in advertising discourse. These include idiomatic expressions, metaphorical language, fixed advertising slogans, and lexical units that carry cultural meanings. Each of these elements plays an important role in shaping persuasive communication and transmitting cultural values. The findings of the study indicate

clear differences between English and Uzbek advertising discourse. English advertisements predominantly reflect values such as individualism, personal freedom, innovation, and self-expression. For example, slogans such as “Just do it” (Nike) and “Think different” (Apple) emphasize personal achievement, creativity, and independent thinking. These expressions construct a cultural image of the consumer as an active, self-motivated individual who seeks personal success and lifestyle improvement.

In contrast, Uzbek advertising discourse is more closely associated with collectivism, family values, trust, and tradition. Advertising expressions such as “Oilangiz uchun eng yaxshisi” and “Milliy sifat va ishonch” highlight social harmony, family responsibility, and cultural heritage. These linguistic choices reflect a culturally embedded sense of community and shared values. From a linguistic perspective, English advertising tends to use short, catchy, and metaphor-rich expressions, while Uzbek advertising often relies on more descriptive and emotionally grounded language. Despite these differences, both languages use cultural codes as a persuasive strategy to establish emotional connection and trust with the audience. Advertising discourse is closely connected with the field of linguoculturology and semiotics, where language is considered a carrier of cultural meaning. According to Roland Barthes, advertising texts function as a system of signs in which meaning is constructed through both literal and symbolic levels. This means that every advertising message contains not only explicit information but also hidden cultural meanings that are interpreted by the audience based on their cultural background. Furthermore, Edward T. Hall’s theory of high-context and low-context cultures provides an important framework for understanding differences between English and Uzbek advertising discourse. In high-context cultures such as Uzbek society, communication relies heavily on shared knowledge, traditions, and implicit

meanings. Therefore, advertisements often use indirect expressions, emotional appeals, and culturally familiar symbols. In contrast, English advertising, which reflects low-context communication, tends to be more direct, explicit, and structurally simplified.

Conclusion

The study concludes that advertising discourse in English and Uzbek languages reflects different cultural value systems. English advertising is dominated by individualistic and innovative cultural codes, while Uzbek advertising is characterized by collectivist and traditional values. These differences confirm the strong connection between language, culture, and communication strategies in advertising.

The findings can be useful in intercultural communication, translation studies, and international marketing.

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